

62.09

R2

LIBRARY
RECEIVED
★ JAN 31 1956 ★
U. S. Department of Agriculture



1956

Wholesale Price List

July 1, 1955

HOWARDS OF HEMET

"seasoned rosebushes"

Box 1345 HEMET CALIFORNIA

Tiffany

Plant Patent No. 1304



**1955 HYBRID TEA ALL-AMERICA
ROSE SELECTIONS AWARD WINNER**



Tiffany's extremely large blooms and vigorous growth are sure to make it the most popular new hybrid tea rose of the decade.

Buds are long pointed, golden yellow at the base, shading to a deep pink. The flowers open to perfectly formed, double, high centered blooms with petals of heavy texture and exceptional lasting qualities.

It is not uncommon to see stems 20 to 24 inches long. This rose is especially noted for its outstanding fragrance. The

plant has beautiful dark green foliage and upright habit of growth. Named to honor Tiffany & Co., New York, known the world over for excellent quality.

CIRCUS 

1956 AARS Award Winner (floribunda)

This floribunda has a yellow and red bud which changes through orange-buff flushed with pink and then ends red. It is truly a circus of color through its blooming cycle. The plant is of medium height and quite compact in growth.





QUANTITY PRICES

**THIS LIST CANCELS
ALL PREVIOUS LISTS
AND QUOTATIONS**

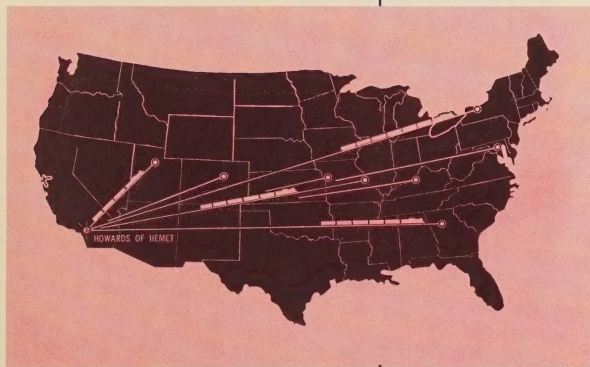
Standard Varieties

	GRADE		
	No. 1	No. 1½	No. 2
Less than 300	55c	40c	30c
300 to 1000	52c	38c	28c
1000 to 2000	50c	37c	27c
2000 to 5000	49c	36c	26c
5000 and up	48c	35c	25c

Above quantity prices apply to Standard varieties of Floribundas, Polyanthas, Hybrid Teas, and Climbers.

Special Climbers marked with an asterisk (*) are priced as follows:

No. 1—35c No. 1½—25c No. 2—20c



FREIGHT PREPAID STORAGE

Prices listed include PREPAID REFRIGERATOR FREIGHT to Salt Lake City, Denver, Wichita, Oklahoma City, Kansas City, St. Louis, Memphis, Louisville, Atlanta, Baltimore, and Rochester.

Also, prices listed include PREPAID REFRIGERATED STORAGE for reasonable periods of time at the above delivery points.

These Prepaid accumulated car-lot shipments are made during January, February, and early March.

WEST COAST or other shipments not made to the above delivery points are shipped F.O.B. HEMET, and on these shipments a transportation allowance is made on the non-patented varieties. This transportation allowance on non-patented varieties is four cents each on No. 1 grade, two cents each on No. 1½ grade, and one cent each on No. 2 grade.



ORDER IN MULTIPLES OF TEN, PLEASE

HYBRID TEA ROSES

RED HYBRID TEAS

CHRISTOPHER STONE. Bud long pointed; flower large, scarlet overlaid crimson. Fragrant. Bright green foliage.

CRIMSON GLORY. Large, very fragrant, deep velvety crimson. Vigorous, bushy.

E. G. HILL. Large, extremely double, lasting deep scarlet; does not fade or blue, but intensifies with age. Vigorous, upright, profuse.

ETOILE DE HOLLANDE. Double bright red blooms. One of the best red roses, and quite free blooming.

GRENOBLE. Beautifully shaped blooms of striking scarlet-crimson. A very vigorous grower. Spicy fragrance.

GRUSS AN TEPLITZ. Intensely fragrant, dark velvety-scarlet. A continuous bloomer, vigorous and hardy.

HADLEY. Very large, well formed, double, very fragrant, rich crimson. Foliage rich green. Vigorous.

McGREDY'S SCARLET. Beautifully formed, high-centered blooms of brilliant scarlet shaded rose-pink. A vigorous grower.

NIGHT. Bud long-pointed, flower double, high-centered, very fragrant, deepest blackish crimson, shaded maroon. Bushy.

POINSETTIA. Long-pointed bud; flower large, double, slightly fragrant. Bright unfading scarlet. Free bloomer with glossy foliage.

RED RADIANCE. A sport of Radiance. Similar in habit and growth, but a clear even shade of red and equal merit as a garden rose.

RED TALISMAN. Bud long pointed, flower large, double, fragrant, deep cerise-red, yellow at base. Vigorous growth.

TEXAS CENTENNIAL. Long pointed bud, well-formed, double, brick red flower with lighter center. Vigorous and upright.

WILL ROGERS. Double, very fragrant, velvety maroon-crimson, almost black at base. Foliage leathery. Vigorous.

PINK HYBRID TEAS

COUNTESS VANDAL. Bud orange copper. Flower brilliant pink with yellow base. Foliage leathery.

EDITOR McFARLAND. Glowing pink, large blooms, fragrant; strong stems on a vigorous plant.

EDITH NELLIE PERKINS. Double, open, fragrant blooms, outside orient red shaded cerise-orange, inside salmon-pink. Vigorous, free blooming.

LOS ANGELES. Perfectly formed long pointed buds and double blooms with reflexed petals; luminous flame pink toned coral.

MRS. CHAS. BELL. Distinct shell pink, shaded soft salmon. A sport of the Radiance family.

PICTURE. Very double, high centered, slightly fragrant, velvety clear rose-pink. Foliage glossy, dark. Vigorous.

PINK DAWN. Bud long pointed; flower large, double, high centered, very fragrant, deep rose-pink opening to lighter shade. Vigorous.

PINK RADIANCE. Very large, double, cupped, very fragrant, cameo-pink to deeper in center. Long stems on vigorous plant.

ROSE MARIE. Double, cupped, rose-pink blooms are borne single on long stems; a vigorous grower and profuse bloomer.

THE DOCTOR. Enormous, semi-double, cupped flowers, fragrant and satiny pink. Foliage soft, light. Bushy.

YELLOW HYBRID TEAS

ECLIPSE. Bud long-pointed, deep gold. Flowers yellow on long, strong stems. Foliage leathery. Vigorous.

GOLDEN DAWN. Bud sunflower yellow flushed old-rose; flower double, well formed, fragrant, lemon yellow.

GOLDEN RAPTURE. Long lasting, beautifully formed buds, double blooms, rich yellow. Vigorous grower, long strong stems.

McGREDY'S YELLOW. Bright buttercup-yellow, slightly fragrant, large. Foliage glossy, dark. Vigorous.

MRS. E. P. THOM. Bud long-pointed; flower large, well formed, double, fragrant, clear deep canary-yellow; long stem. Vigorous.

HOWARDS



YELLOW HYBRID TEAS

Continued

MRS. PIERRE S. DUPONT. Golden yellow, to lighter with age, fragrant and well formed. Foliage rich green.

SOEUR THERESE. Bud long pointed; flower large, slightly fragrant, golden yellow. Foliage leathery. Vigorous.

MULTI-COLOR HYBRID TEAS

AUTUMN. Very double blooms of rich burnt orange, yellow and red. A vigorous, upright grower, producing long stems.

CONDESA DE SASTAGO. Fully double, two-toned blooms of deep oriental-red and yellow. Very vigorous.

DUQUESA DE PENARANDA. A very effective blend of apricot-orange and pink. A vigorous grower bearing a profusion of double blooms.

GIRONA. Good form, very fragrant, soft red and yellow combination. Foliage bright green. Very vigorous.

PRESIDENT HERBERT HOOVER. Long stems on vigorous plants; extremely large double blooms of creamy yellow, tinted flame pink. Vigorous.

SIGNORA. Bud long-pointed, orange-red. Flower, large, double, fragrant, orange-apricot, turning apricot suffused gold. Large, glossy foliage. Vigorous.

TALISMAN. Double, high-centered, fragrant, golden yellow and copper-red, long stems. Foliage rich green. Vigorous.

WHITE HYBRID TEAS

CALEDONIA. Long pointed bud; flower large, double, high centered, with a slight fragrance, white. Vigorous.

K. A. VICTORIA. White flowers slightly tinted lemon at center. Foliage rich green. Satisfactory plant.

McGREY'S IVORY. Long pointed bud; flower very large, double, fragrant, creamy white, yellow base. Foliage large, leathery.

WHITE HYBRID TEAS

Continued

MME. JULES BOUCHE. Fragrant white blooms, center shaded blush. Very free blooming with tall growth.

SNOWBIRD. White, with creamy center. Foliage leathery. Vigorous, compact, bushy. A splendid bedding variety.

FLORIBUNDAS and POLYANTHAS

CECILE BRUNNER. Bud long pointed, flower small, double, open, bright pink with yellow base. Free blooming, and fragrant.

DAGMAR SPATH. A true white sport of Lafayette, with the same splendid characteristics as the parent variety. Free blooming.

ELSE POULSEN. A tall grower, continuous bloomer, semi-double flowers, large, two-toned rose-pink.

EUTIN. Bud pointed-globular, flower cupped, glowing carmine red. Cluster up to 100 blooms on strong stem. Foliage large. Vigorous.

FLORADORA. Bud small, globular, flower very double, slightly fragrant, scarlet red to orange. Upright, bushy, leathery foliage.

FOLKESTONE. Semi-double, large crimson-scarlet; cluster type. Foliage dark, growth vigorous and bushy.

FRENSHAM. Semi-double, deep unfading scarlet; large trusses. Abundant foliage. Vigorous.

GOLDEN SALMON. Clusters of bright salmon orange flowers produced on bushy well shaped plants.

IDEAL. Double, fragrant, dark velvety crimson; clusters. Foliage dark, leathery, glossy. Bushy.

IMPROVED LAFAYETTE. Deep glowing red, large blooms suffused with vivid crimson. Vigorous grower. Bushy.

LAFAYETTE. Large fragrant blooms of bright cherry-crimson borne in clusters. Foliage large and glossy. Vigorous.

ORANGE TRIUMPH. Salmon red with orange shadings, in clusters. Foliage glossy. Compact, bushy.

POULSEN'S YELLOW. Copper yellow buds opening to yellow flowers in clusters. Foliage glossy.

OF HEMET



HYBRID PERPETUALS and RUGOSAS

AMERICAN BEAUTY. Crimson-carmine, fragrant blooms on long, strong stem. Vigorous, profuse.

AUSTRIAN COPPER. Single. Intense copper-red, reverse of petals bright golden yellow.

FRAU KARL DRUSCHKI. Snow white, immense blooms, pointed bud. Very vigorous growth.

GROOTENDORST. Bright red, cluster, with edges of petals serrated. Very vigorous and hardy.

HARRISON'S YELLOW. Semi-double, open, fragrant, bright yellow; strong stems. Foliage small, rich green. Very vigorous.

HUGONIS. Small, single, bright yellow. Foliage small on a very strong growing plant. Blooms early.

PINK GROOTENDORST. Double, clear pink, cluster. Sport of F. J. Grootendorst. Very vigorous, bushy, profuse bloom.

CLIMBERS

BLAZE. Semi-double, brilliant scarlet. Foliage large, leathery, dark. Vigorous.

CL CALEDONIA. Long pointed bud; flower large, double, high centered, with slight fragrance, white.

CL CECILE BRUNNER. Bud long pointed, flower small, double, open, bright pink with yellow base.

CL COUNTESS VANDAL. Bud orange-copper; flower large, double, high centered, fragrant, brilliant pink to salmon.

CL ETOILE HOLLANDE. Double bright red blooms. One of the best red climbing varieties.

CL HADLEY. Very large, well formed, double, very fragrant, rich crimson. Foliage rich green. Vigorous.

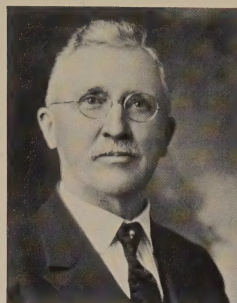
CL K. A. VICTORIA. White flowers slightly tinted lemon at center. Foliage rich green.

CL MCGREDY'S IVORY. Long pointed bud; flower very large, double, fragrant. Creamy white.

CL MRS. E. P. THOM. Bud long pointed; flower large, well formed, double, fragrant, clear deep canary-yellow.

CL MRS. PIERRE S. DUPONT. Golden yellow, to lighter with age, fragrant and well formed.

FINE ROSES—AND A FINE ORGANIZATION BEHIND THEM AT HOWARDS OF HEMET



CHARLES W. HOWARD (deceased). Founder of the Howard Rose Co. Mr. Howard's recognition of the fertility of desert land is exemplified by the growth of Howards of Hemet.



ERNEST J. LINDQUIST. The "grand old man" of Howards of Hemet. Special advisor in greenhouse work and cultural practices.



ROBERT V. LINDQUIST, Vice President. In charge of rose research. Mr. Lindquist is the originator of two All-American Rose Selection awards, Lilibet in 1954 and Tiffany in 1955.



ED HULSTROM. Propagation and storage foreman.



KEITH MONAGHAN, Sales Manager. Recently honored by being elected member of Board of Directors and official judge of All-American Rose Selections, Inc.



EARL CHAPMAN. Packing and carloading foreman.



PETE HANSEN. Stock Record.



PAUL HOWARD, President and General Manager and active in general planning of the company's advertising and publicity program.



JUNE TYLER. Filling orders for the best-selling Howards booklet on All-American roses is a full time job.



ELSIE STARR—member of the accounting department.



RUTH HARRIS. Switchboard.



CHARLES S. HOWARD, Secretary-Treasurer. An engineer with a practical knowledge of farming. Charles Howard constructs special equipment used in the rose growing industry and keeping it rolling.



ALFRED HANSEN. Field Superintendent.



ART STAYER. Plant and field equipment maintenance.



TOM JONES. Shop Foreman.



IRENE CRABB. Executive Secretary.

CLIMBERS—Continued

CL PINK RADIANCE. Very large, double, cupped, very fragrant, cameo-pink to deeper in center.

CL PRESIDENT H. HOOVER. Long stems on vigorous plants; extremely large double blooms of creamy yellow, tinted flame pink.

CL RED RADIANCE. A clear even shade of red and well formed blooms of same form as parent.

CL RED TALISMAN. Bud long pointed, flower large, double, fragrant, deep cerise-red, yellow at base.

CL ROSE MARIE. Double cupped rose-pink blooms borne single on long, strong stems.

CL TALISMAN. Double, high centered, fragrant, golden yellow and copper-red, long stems.

DOUBLOONS. Deep saffron yellow to gold. Large double flowers. Intermittent bloom. Vigorous and hardy.

GOLDEN CLIMBER. Large, open, fragrant sunflower yellow. Bud long pointed. Foliage glossy. Vigorous.

NEW DAWN. Double, slightly fragrant, blush-pink; long stem. Foliage dark glossy. Recurrent bloom.

WHITE DAWN. Medium size, double, fragrant white. Vigorous with glossy foliage. Recurrent bloom.

OWN-ROOT CLIMBERS

***AMERICAN PILLAR.** Large, single, open, carmine-pink, white eye, golden stamens; immense cluster on long stem. Vigorous.

***CL AMERICAN BEAUTY.** Very large, cupped, fragrant, deep rose pink; long stem. Very vigorous climber.

***CRIMSON RAMBLER.** Double, bright crimson, large pyramidal cluster. Foliage large, light, leathery. Vigorous.

***DOROTHY PERKINS.** Full, fragrant, rose-pink. Foliage large, dark, glossy. Very vigorous.

***EXCELSA.** Tyrian rose to bright light crimson; cluster. Foliage rich green, glossy. Vigorous.

***MARY WALLACE.** Bud long-pointed; flower very large, semi-double, fragrant, warm rose pink. Foliage glossy, rich green. Vigorous.

***PAULS SCARLET CLIMBER.** Semi-double, vivid scarlet, shaded bright crimson, which does not burn or fade; large cluster. Vigorous.

***SILVER MOON.** Large flowers, creamy white, semi-double, cluster on strong stem. Foliage large, glossy. Vigorous.

HOWARDS OF HEMET

PATENTED VARIETIES

All Patented varieties are being handled
under License from the Patent Owners.

PATENTS—HYBRID TEAS

CAPISTRANO. Patent No. 922. Retail price \$2.00. Deep glowing rose-pink, long stemmed. Very vigorous.

CHARLOTTE ARMSTRONG. Patent No. 455. Retail price \$2.00. Bud long pointed blood red, opening to cerise flowers.

CHRYSLER IMPERIAL. Patent No. 1167. Retail price \$2.50. Long buds, large high-centered flowers of crimson-red. Excellent plant and foliage.

DIAMOND JUBILEE. Patent No. 824. Retail price \$2.00. Large, buff-yellow. Foliage leathery. Vigorous.

FORTY-NINER. Patent No. 792. Retail price \$2.25. Inside petals vivid orient-red, outside chrome yellow. Vigorous.

FRED HOWARD. Patent No. 1006. Retail price \$2.00. Flower large, bronzy-yellow edged with pink. Plant very vigorous.

HEART'S DESIRE. Patent No. 501. Retail price \$1.75. Bud long pointed. Flower double, rich crimson. Fragrant.

HELEN TRAUBEL. Patent No. 1028. Retail price \$2.50. Long pointed buds and flowers of deep pink to apricot base. Free blooming, vigorous.

LOWELL THOMAS. Patent No. 595. Retail price \$2.00. Canary yellow, strong stem. Compact, upright growth.

MIRANDY. Patent No. 632. Retail price \$2.00. Large, double, garnet-red. Fragrant, Vigorous, upright, bushy.

MISSION BELLS. Patent No. 923. Retail price \$2.00. Glowing deep salmon, opening to shrimp-pink. Vigorous.

MME. HENRI GUILLOT. Patent No. 337. Retail price \$2.00. Large, orange to coral-red. Foliage large, glossy. Vigorous.

MOJAVE. Patent No. 1176. Retail price \$2.75. Glowing apricot-orange. Slender buds and double flowers borne single on long, straight stems. Upright and vigorous.

NEW YORKER. Patent No. 823. Retail price \$2.00. Large, velvety scarlet. Fragrant. Vigorous, bushy, abundant bloom.

PATENT HYBRID TEAS Continued

NOCTURNE. Patent No. 713. Retail price \$2.00. Bud long pointed; flower cardinal-red to crimson. Upright, vigorous.

PEACE. Patent No. 591. Retail price \$2.50. Lemon-yellow, edged rose-pink, very double. Foliage leathery. Very vigorous.

REX ANDERSON. Patent No. 335. Retail price \$1.75. Pale lemon-yellow to white, large. Foliage gray-green. Vigorous.

RUBAIYAT. Patent No. 758. Retail price \$1.75. Bud long pointed; flower rose-red, lighter outside. Foliage leathery.

SAN FERNANDO. Patent No. 785. Retail price \$1.75. Large, high centered, fragrant, scarlet. Vigorous, upright, profuse.

SHOW GIRL. Patent No. 646. Retail price \$2.00. Bud long pointed, flower large, fragrant, deep pink; long stem. Vigorous.

SUTTER'S GOLD. Patent No. 885. Retail price \$2.25. Long pointed bright yellow buds shaded orange red. Very vigorous.

TAFFETA. Patent No. 716. Retail price \$2.00. Pink, salmon and yellow.

TALLYHO. Patent No. 828. Retail price \$2.00. Buds cardinal-red opening to deep pink. Reverse cardinal red. Vigorous.

TIFFANY. Patent No. 1304. Retail price \$2.75. Long pointed buds with golden yellow shading at base open to beautiful phlox pink flowers. Upright, vigorous with dark green foliage. Noted for fine fragrance and length of stem and bud.

PATENTS—GRANDIFLORAS

BUCCANEER. Patent No. 1119. Retail price \$2.50. Bright buttercup yellow. Urn-shaped buds; double flowers. Upright, very tall and vigorous.

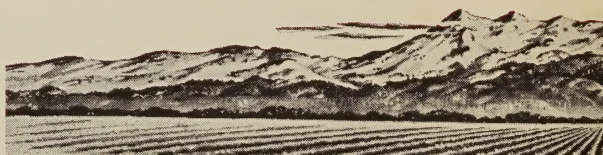
CARROUSEL. Patent No. 1066. Retail price \$2.00. Semi-double, fragrant, dark red. Leathery glossy foliage. Profuse bloom.

DEAN COLLINS. Patent No. 1279. Retail price \$2.00. Orange-red buds open to full, double, long-lasting blooms of luminous rose-opal and carmine. Very vigorous with good foliage.

MONTEZUMA. Patent No. 1383. Retail price \$2.75. Long tapering buds open to high-centered flowers of scarlet-orange, changing to salmon orange in warm weather. Very vigorous with good foliage.

PATENT PRICES No. 1 GRADE

	Per 5 Each	Per 10 Each	Per 20-90 Each	Per 100-240 Each	Per 250 & Up, Each
Retail \$1.50	\$1.00	\$.90	\$.75	\$.70	\$.65
Retail 1.75	1.15	1.00	.87½	.80	.75
Retail 2.00	1.25	1.10	1.00	.95	.85
Retail 2.25	1.40	1.25	1.12½	1.05	.95
Retail 2.50	1.60	1.40	1.25	1.20	1.10
Retail 2.75	1.75	1.50	1.37½	1.30	1.20
Retail 3.00	1.90	1.65	1.50	1.40	1.30



PATENTS—GRANDIFLORAS

Continued

QUEEN ELIZABETH. Patent No. 1259. Retail price \$2.75. Blends of soft carmine rose and dawn pink. Tall, upright, and exceptionally vigorous.

ROUNDELAY. Patent No. 1280. Retail price \$2.75. Deep red buds open to neat, full blooms of vivid glowing red. Extremely vigorous.

PATENTS—FLORIBUNDAS

BETTY PRIOR. Patent No. 340. Retail price \$1.50. Carmine-pink, cluster. Vigorous, bushy, profuse bloom.

CHATTER. Patent No. 739. Retail price \$1.50. Double, cupped, brilliant red, large clusters. Bushy, compact.

CIRCUS. Patent No. 1382. Retail price \$2.50. Perfect buds of bright yellow and orange. High-centered flowers display ever-changing tones of yellow, buff, pink and bright red. Compact growth with good foliage.

FASHION. Patent No. 789. Retail price \$2.00. Coral-pink overlaid with gold, large blooms. Vigorous, and bushy.

GOLDBLOCKS. Patent No. 672. Retail price \$1.50. Deep yellow; fragrant; clusters. Vigorous, bushy, continuous bloom.

INDEPENDENCE. Patent No. 1036. Retail price \$1.75. Brilliant, unfading, orange-scarlet flowers are borne in clusters of six or more. Vigorous and compact, with good foliage.

JIMINY CRICKET. Patent No. 1346. Retail price \$2.25. Coral orange shading to pink. Vigorous, with glossy green foliage.

LILIBET. Patent No. 1209. Retail price \$2.00. Double, clear rose pink; fragrant; large clusters. Glossy foliage. Vigorous and bushy.

MA PERKINS. Patent No. 1143. Retail price \$2.00. Sparkling, coral-pink clusters, suffused with yellow. Vigorous and bushy.

MASQUERADE. Patent No. 975. Retail price \$2.00. Clusters of 10 to 25 buds show blooms of yellow, red, pink, and sometimes orange. Vigorous, with dark green foliage.

PINKIE. Patent No. 712. Retail price \$1.75. Double rose-pink, clusters. Dwarf, bushy; profuse bloom.

PINOCCHIO. Patent No. 484. Retail price \$1.50. Pink suffused salmon, edges deeper. Foliage leathery.

PATENTS—FLORIBUNDAS

Continued

RED PINOCCHIO. Patent No. 812. Retail price \$1.50. Flower velvety red; blooms in clusters. Vigorous, bushy.

SUMMER SNOW. Patent No. 416. Retail price \$1.50. Large clusters of clear white blooms. Bushy.

VOGUE. Patent No. 926. Retail price \$2.00. Beautiful blooms of a brick red color entirely new to Roses. Vigorous plant.

WORLD'S FAIR. Patent No. 362. Retail price \$1.50. Large, deep crimson to scarlet; cluster. Foliage leathery, vigorous.

YELLOW PINOCCHIO. Patent No. 992. Retail price \$1.50. Great masses of apricot-yellow bloom on a sturdy plant.

PATENTS—CLIMBERS

CL CHARLOTTE ARMSTRONG. Patent No. 523. Retail price \$2.50. Long pointed buds open to brilliant cerise flowers.

CL CRIMSON GLORY. Patent No. 736. Retail price \$2.50. Fragrant deep velvety-crimson; free blooming.

CL GOLDBLOCKS. Patent No. 1090. Retail price \$2.50. Citron-yellow blooms borne in clusters. Leathery glossy foliage. Vigorous.

CL HEART'S DESIRE. Patent No. 663. Retail price \$1.75. Bud long pointed. Flower double, rich crimson. Fragrant.

CL MRS. SAM MCGREDY. Patent No. 394. Retail price \$1.75. Copper orange to lighter shades. Fragrant. Free blooming.

CL PEACE. Patent No. 932. Retail price \$2.00. Lemon-yellow, edged rose-pink, very double.

CL PICTURE. Patent No. 524. Retail price \$2.00. Double, clear rose-pink. Foliage glossy, dark.

CL TEXAS CENTENNIAL. Patent No. 565. Retail price \$2.00. Brick red with lighter center.

DR. J. H. NICOLAS. Patent No. 457. Retail price \$2.00. Large, full, fragrant, rose-pink. Foliage leathery. Pillar.

HIGH NOON. Patent No. 704. Retail price \$2.50. Intense yellow blooms of good form. Very free blooming. Pillar.

PATENT PRICES No. 1 1/2, GRADE

	Per 5 Each	Per 10 Each	Per 20-90 Each	Per 100-240 Each	Per 250 & Up, Each
Retail 1.5080	.72	.60	.56	.52
Retail 1.7592	.80	.70	.64	.60
Retail 2.00	1.00	.88	.80	.76	.68
Retail 2.25	1.12	1.00	.90	.84	.76
Retail 2.50	1.28	1.12	1.00	.96	.88
Retail 2.75	1.40	1.20	1.10	1.04	.96
Retail 3.00	1.52	1.32	1.20	1.12	1.04





CONDITIONS OF SALE

Paragraph One: Seller warrants that all varieties shipped are true to name and will replace, on proper proof, all that may prove otherwise, but the maximum liability seller shall incur hereunder shall be the price herein charged for such defective varieties.

Paragraph Two: The order herein made is accepted subject to stock ordered being available to seller at the time of shipment of this order.

Paragraph Three: Buyer will bear the risk of loss from any cause of merchandise shipped hereunder from and after delivery of said merchandise to carriers at Hemet, California. No loss or damage to merchandise after such delivery shall excuse buyer from liability for the purchase price of said merchandise hereunder.

Paragraph Four: From and after delivery to carriers for shipment at Hemet, California, buyer shall pay any and all personal property or any other taxes of any nature assessed against said merchandise by any taxing authority.

Paragraph Five: Buyer shall pay the seller any expense incurred in collecting any unpaid balance of the purchase price, including court costs and a reasonable attorney's fee. Buyer hereby waives the right to move for a change of venue in any action affecting this contract, and hereby

stipulates that such action may be commenced and maintained by seller in any court having jurisdiction of the subject matter.

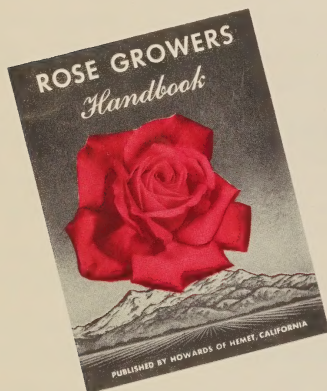
Paragraph Six: Terms are 60 days net, to established Nurserymen, Seedsmen and Dealers known to us, or to those who have necessary rating. For advance cash or cash with order before shipment, less 2%.

Paragraph Seven: To the trade only—Prices shown are for first-class stock of the grade named. The use of printed stationery as protection is desirable. If it is not used, the purchaser should state clearly his position. We print only wholesale trade lists and do not desire or solicit retail orders.

Paragraph Eight: Substitution—We do not substitute unless instructed to do so, and then label true to name. Customers will save time by naming a second choice, to be supplied only when first choice is sold out.

Paragraph Nine: Packing—Bales and boxes will be charged at near actual cost price.

Paragraph Ten: No representation, promise or guarantee not set forth in this contract shall be binding upon seller.



ROSE GROWERS HANDBOOK

Because of the tremendous demand for our Buyers Guide for All America Roses last year, we are now preparing an even more comprehensive booklet to include many more subjects of general interest to rose growers.

In addition to being a buyers guide, our new Rose Growers booklet will contain information on care and cultural practices pertaining to various climates as well as informative articles on rose history—all beautifully illustrated.

The booklet will again be edited by our own Robert V. Lindquist, originator of Lilibet and Tiffany, with leading rosarians as contributing editors.

Here's a fine way to make friends with your customers. This 24 page booklet is yours in lots of 100 or more at a fraction of its cost.

With every order we will furnish newspaper mats that you can use in your ads, asking people to come in for their copy. You can give them to local garden clubs to distribute to their members as well as your customers. Order your supply today! You'll not only make friends, but sales too! Per 100... \$10.

ROSES IN COLOR

7" x 10"—\$3.00 Assortment

Some 84 pictures of Roses in color, showing many popular varieties. True to name in color and form. The well-known art work of J. Horace McFarland Company. The Howard Rose Company is proud to offer to its customers this excellent assortment of colored plates. If not a customer, even an order of 10 plants of one variety puts you in that class.

This revised Edition of ROSES in COLOR will be available about September 1, 1955.





Lilibet

AN ORIGATION OF HOWARDS OF HEMET, CALIFORNIA

Floribunda—All-America Rose Selections Award Winner for 1954



This dainty new floribunda is
named to honor the beautiful princess who is
now Queen Elizabeth II of England.
Bouquets of pleasantly fragrant, clear pink
blossoms and compact, dark green
foliage make Lilibet an ideal
rose for hedges, borders, as
well as bed planting.



Plant Patent No. 1209

HOWARDS OF HEMET

HEMET, CALIFORNIA

From the High Mountain Valley of Hemet, California,
Come the Finest Rosebushes in the World



HOWARD ROSE COMPANY

"seasoned rosebushes"

Box 1345 Hemet California

CHARTER MEMBER ALL-AMERICA ROSE SELECTIONS